

Creating Change  
Through Collaboration



**CAMBRIDGE  
PREVENTION  
COALITION**

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**Caitlin Westfall**

# Cambridge Prevention Coalition E-Newsletter

July 2009

## Letter from the Director

At its June 18<sup>th</sup> Quarterly Meeting, the CPC engaged in a series of programmatic updates, as well as a rich conversation around middle school youth, their parents and alcohol. This summer, we will continue to provide programmatic support and develop new campaigns to reduce underage drinking and the negative consequences of drug use. OPEN will continue to provide much-needed support and education around overdose prevention, including its monthly Drop-In (see flyer towards the end of this newsletter for more info). The underage drinking prevention programs will focus on adults providing alcohol to minors, and binge drinking. 21 Proof trainings will be held here in Cambridge, as well as in Brockton and Rhode Island, even as we look forward to working with new partners in Melrose and Gloucester. And we will continue to develop our campaign to reduce alcohol access in the home for middle school youth.

Looking forward to the fall, the CPC will be hosting its fourth annual Leaders in Prevention Awards. Nomination forms are available towards the end of this newsletter – I hope you'll consider nominating at least one person or agency. Our Executive Committee also elected to add a new category for Outstanding Substance Free Event, recognizing those who work hard to put on an event that promotes healthy alternatives to drinking and drugging. Also in the fall, staff from CPC and the Cambridge Public Health Department will be traveling to Philadelphia for the American Public Health Association Annual meeting to present information on preventing underage drinking and alcohol-related violence.

I'd like to thank the CPC staff who have continued to provide excellence in our programming - Mary, Frank, Lovelee and Lamos. We hope you have a safe and fun summer! -*Gisela Rots, Director, Cambridge Prevention Coalition*

## CPC Member Spotlight: Caitlin Westfall of the Cambridge Public Health Department

*What do you do in your role as Intern at the Cambridge Public Health Department?* As an intern, I help with data collection, conduct literature reviews, communicate with people in the community, attend meetings, and write reports. Specifically, I am working to gather information from focus groups and stakeholder interviews that will help formulate pertinent and effective messages to prevent youth access to alcohol.

*Why did you become a member of the Cambridge Prevention Coalition/Social Marketing Committee, and how does it relate to what you do?* The CPC social marketing committee goals align with my own personal educational goals. Working toward an MS in Nutrition Communications and an MPH at Tufts University, I want to learn to promote healthy behavior changes through environmental and social mediums.

*What are some of your interests outside of work?* I love to be active with friends—especially running, hiking, cycling, and Zumba-ing. My most recent hike took me to Mount Osceola in New Hampshire, and I am planning to see more of the White Mountain National Forest this summer.

*What are some things you would like to see the CPC/Social Marketing Committee accomplish?* I hope that the CPC Social Marketing Committee will empower parents to both guide their children toward healthy, constructive behaviors, and maintain trusting and positive parent/child relationships.

## **CPC**

### **Subcommittees:**

#### **Environmental Strategies**

Contact: Frank Connelly  
(617) 349-6334  
fconnelly  
@cambridgema.gov

#### **Social Marketing**

Contact: Gisela Rots  
(617) 349-6283  
grots@cambridgema.gov

#### **OPEN Project**

Contact: Mary Amato  
(617) 349-6346  
mamato@cambridgema.gov

#### **Teens Against Drug and Alcohol Abuse (TADAA)**

Youth Advisor:  
Lovelee Heller  
tadaaleaders@gmail.com

#### **Parent Navigators**

Contact: Lamos Paul  
lpaul@challiance.org

## **Environmental Strategies Update**

The Environmental Strategies Subcommittee focuses on the prevention of underage drinking, primarily through reduction of commercial access, and increasing enforcement and education

The Environmental Strategies Committee continued to focus on binge drinking and social host (individuals such as parents, older friends and siblings) providing alcohol to minors. Compliance checks of alcohol establishments continue to occur with the License Commission. In addition, Richard Scali, Scott Formica, Frank Connelly and Gisela Rots conducted a state-wide training on *21 Proof* for communities who are considering using responsible beverage service training for their alcohol licensees, encouraging them to engage the licensees early in the process. Over 50 people attended the training, which was hosted by the Bureau of Substance Abuse Services.

Meetings of the ESSC are held on the first Tuesday of every month, in the 2<sup>nd</sup> floor conference room of 51 Inman Street at 3:30pm. All are welcome.

## **OPEN Project Update**

The Overdose Prevention and Education Network is a CPC initiative to reduce the number of fatal and non-fatal opioid overdoses in Cambridge

OPEN staff and committee members have been implementing initiatives to reduce the number of fatal and non-fatal overdoses in Cambridge and the surrounding area since April. Mary Amato, Project Coordinator, has facilitated workshops at agencies such as HomeStart, Inc. and On the Rise. These workshops cover topics such as the latest information about drugs on the street, how to lead discussions with clients on reducing their risk for overdose, and how to respond if they witness an overdose.

OPEN continues to host the Community Drop-In on the second Monday of every month, 5:00-7:00 at 119 Windsor St. The Drop-In is a place where friends and family members of people struggling with drug use can access information and resources, and talk with others who understand these issues. Refreshments are served, and all are welcome.

Over the summer, OPEN staff and committee members will be forming working groups to focus on different project strategies. These groups will work on reaching specific goals for outreach, content, and implementation for each of OPEN's projects. Working group topics will include:

- Strategies for first responders
- Strategies for providers and curriculum development
- Friends and family programming and outreach

If you are interested in working on any of these projects, please contact Mary Amato, Project Coordinator at (617) 349-6346 or mamato@cambridgema.gov

The next OPEN committee meeting will be on August 6 from 11:00-12:30 at the Regional Center for Healthy Communities 552 Massachusetts Ave.

## TADAA - Teens Against Drug and Alcohol Abuse Updates

TADAA is a project of the CPC, in cooperation with the Moore Youth Center, that empowers youth to reduce drinking and drug use among their peers

### TADAA Youth Member Bio: Nate Mann

*Where do you go to school, and what grade are you in?*

I go to CRLS, and I am going to be a senior.

*What are some of the activities you are involved in at school?*

I played lacrosse for two years, and I am in the Irish Heritage Club and the Writing Club.

*What is one of your greatest accomplishments?*

Surviving middle school.

*What are some of your interests outside of school?*

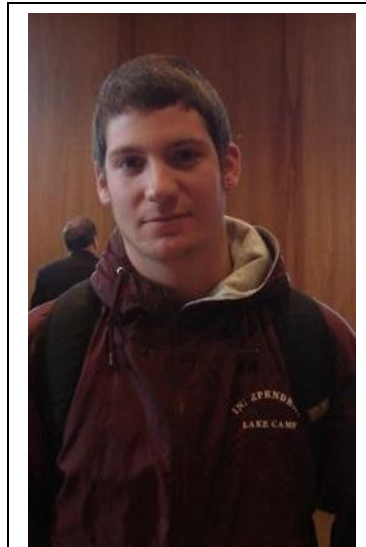
I enjoy watching and playing sports, listening to music, and reading.

*What would you like to do after high school?*

I would like to go to college and study English, and with a little luck, attend law school after that.

*What made you want to join TADAA?*

I joined TADAA because it is a local job with a positive mission, and I can focus on supporting teens within my community. I hope to do collaborative work, while helping people in the process.



Nate Mann!

**Not only is Nate in TADAA - he is also working for the CPC this summer!**

### TADAA Social Norming Data Update!

*Former TADAA youth member Isaiah Bullock has been working with Lovelee Heller, TADAA youth advisor, to analyze the information collected from the two social marketing campaigns TADAA implemented at CRLS this year. Here are some of the results:*

- 58% of students surveyed learned and remembered that 72% of CRLS students do not use marijuana
- 63% of students said they learned about marijuana use at CRLS from seeing the "72% Don't" buttons that TADAA distributed at the school
- 35% of students surveyed said that this project has affected their attitude toward marijuana
- 69% of students surveyed learned and remembered that 5 drinks in one night is binge drinking
- 81% of students surveyed learned and remembered that binge drinking can lead to alcohol poisoning

## Upcoming Quarterly Meetings:

**October 15, 2009**

Quarterly Meetings are held at:  
City Hall Annex  
344 Broadway  
2nd Floor  
Cambridge  
3:15-5:15pm

## Social Marketing Committee Update

The Social Marketing Committee develops and promotes campaigns that encourage adult engagement in preventing underage drinking.

During June, the Social Marketing Committee has continued to gather information around middle school students and their access to alcohol. Caitlin Westford, Amy Dunaway and Stacey King, all from the Cambridge Public Health Department, have led focus groups, conducted interviews and begun collecting information about possible message dissemination points. The group anticipates finalizing message content by mid-July, at which point it will be tested in focus groups. The campaign will be launched in the fall.

Meetings are held at 119 Windsor St, 2<sup>nd</sup> floor conference room, 3:00 – 4:30 p.m. Upcoming meeting dates: July 13 and July 27.

For more information, or to be added to the email list, contact Gisela Rots at [grots@cambridgema.gov](mailto:grots@cambridgema.gov).

## Poll: Americans Want Addiction Treatment in Healthcare Reform

Article from Join Together – June 17, 2009

Almost three-quarters of Americans support including alcohol and other drug treatment in national healthcare reform to make it more affordable, and two-thirds of survey participants (68 percent) support increasing the amount of federal and state funding for preventing and treating addiction, according to a new poll by the Closing the Addiction Treatment Gap ([CATG](#)) initiative.

The study also found that three-quarters of Americans (75 percent) are concerned that people with addictions may not be able to afford treatment because of their lack of insurance or finances. "The facts support this concern," said Victor Capoccia, CATG's director. "We are treating just 10 percent of the 23 million people in the United States who need addiction treatment."

Regardless of age, race, income or residence, 76 percent of Americans know someone who has been addicted to alcohol or drugs, the researchers found. The survey was conducted among a nationally representative sample of 1,001 adults ages 18 and older.

The CATG initiative seeks to ensure that quality services are available to all who need alcohol or other drug addiction treatment.

Read the full article [here](#).

## **Strengthening Families Program For families with Children Ages 10 - 14**



**The SFP Program has been proven to increase communication skills within families, while significantly decreasing drug use among children who take this program.**

Would you like to

- ◇ improve communication with your 10 –14 year old?
- ◇ Learn more about setting limits?
- ◇ Help your child better handle peer pressure and build a positive future?
- ◇ Enjoy a free family meal?
- ◇ Receive FREE gift cards up to \$150 to your favorite Store?

Then join us for the

**STRENGTHENING FAMILIES PROGRAM  
MONDAY EVENINGS FROM 6-8  
BEGINNING ON JULY 13, 2009  
AT 260 BEACON STREET SOMERVILLE  
(DINNER WILL BE PROVIDED)**

Families include parents, relatives, significant others, or caretakers and children ages 10—14  
The program will begin on Monday JULY 13, 2009 and run for twelve weeks

For more information or to sign up, please call North Charles at 617 661 –5700

The Strengthening Families Program is provided by North Charles Institute and made possible through a grant from the Governor's Safe and Drug Free Schools Initiative



*Overdose Prevention & Education Network*

## *Community Drop-In*

*A place where people struggling with a loved one's addiction can get information and resources*

Join us July 13 to learn more about overdose prevention and what you can do to help.

Mary Amato, OPEN coordinator, will guide a discussion on overdose risk, and tips for response.

Resource materials will be available!

Refreshments will be served!

This event is **FREE** and open to the public.

**July 13, 2009**

and every 2nd Monday of the month

**5:00pm to 7:00pm** 119 Windsor St, Cambridge

Questions? (617) 349-6346 / [open@cambridgema.gov](mailto:open@cambridgema.gov)



## Nominate the Cambridge Leaders in Prevention 2009

At the October 2009 Cambridge Prevention Coalition Quarterly meeting, we will recognize several individuals and organizations for their outstanding contribution to the prevention of underage drinking and drug use and reducing the negative effects of substance use in Cambridge. The 4<sup>th</sup> Annual CPC Recognition Awards will be held on October 15, 2009, at 3:30pm at the City Hall Annex, 344 Broadway, Cambridge, Massachusetts.

Please take the time to nominate individuals or agencies who have given their time, talent, dedication, and commitment above and beyond the normal challenges of providing prevention programs, and who make a positive impact on the lives of youth in Cambridge. We encourage applications for organizations and individuals who may not provide traditional prevention programming, such as programs that promote youth wellness, engage the community, lead by example, or a youth program that has a positive impact on its peers.

The **six** award categories are:

1. **Outstanding Youth Leader:** A youth who has given outstanding service at the community or school level to the prevention of substance abuse in Cambridge.
2. **Outstanding Youth Organization:** A youth organization that has provided superior service to the prevention of substance abuse.
3. **Outstanding Agency / Organization:** An agency that has provided superior service to the prevention of substance abuse.
4. **Exemplary Leadership Award:** An individual who has given outstanding service at the community level to the prevention of substance abuse at the school or community level.
5. **Richard V. Scali Most Responsible Retailer Award:** A bar, restaurant, or package store owner or manager who has worked to implement best practices for responsible retailing to prevent underage sales in Cambridge.
6. **Outstanding Substance Free Event:** An alcohol and drug-free event for youth, hosted by a local agency or group (examples include, but are not limited to: post-prom parties, PTO-organized events, substance free dance parties).

Attached is a nomination form. Feel free to copy it if you want to nominate more than one person. The award recipients will be chosen by an awards committee made up of coalition members. Award recipients will be notified in early October.

The deadline for 2009 nominations is September 15, 2009

Mail or fax to:

Gisela Rots \* Cambridge Prevention Coalition \* 51 Inman Street \* Cambridge, MA 02139  
(617) 349-6283 \* Fax (617) 349-6357

or

[grots@cambridgema.gov](mailto:grots@cambridgema.gov)



Creating Change Through Collaboration

## Cambridge Leaders in Prevention 2009 – Nomination Form

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\*\*\*\* The Deadline for 2009 Nominations is September 15, 2009 \*\*\*\*

Nominee

Phone

Agency/Organization

Person/Title

(If applicable)

Mailing Address

Please select the appropriate category for your nomination:

- ☐ Outstanding Youth Leader
  - ☐ Outstanding Youth Organization
  - ☐ Outstanding Agency / Organization
  - ☐ Exemplary Leadership Award
  - ☐ Richard V. Scali Most Responsible Retailer Award
  - ☐ Outstanding Substance Free Event
- 

Please explain why your nominee should be selected to receive the award. (attach additional pages if needed)

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How does this person/agency's work promote prevention practices or substance free lifestyles? (attach additional pages if needed)

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Person Making the Nomination: \_\_\_\_\_ Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### Mail or fax to:

Gisela Rots \* Cambridge Prevention Coalition \* 51 Inman Street \* Cambridge, MA 02139  
(617) 349-6283 \* Fax (617) 349-6357 \* [grots@cambridgema.gov](mailto:grots@cambridgema.gov)